

Fig. 1

TO/FROM CONSUMER COMPUTERS
AND OFFERING COMPANIES AND
ORGANIZATION COMPUTERS

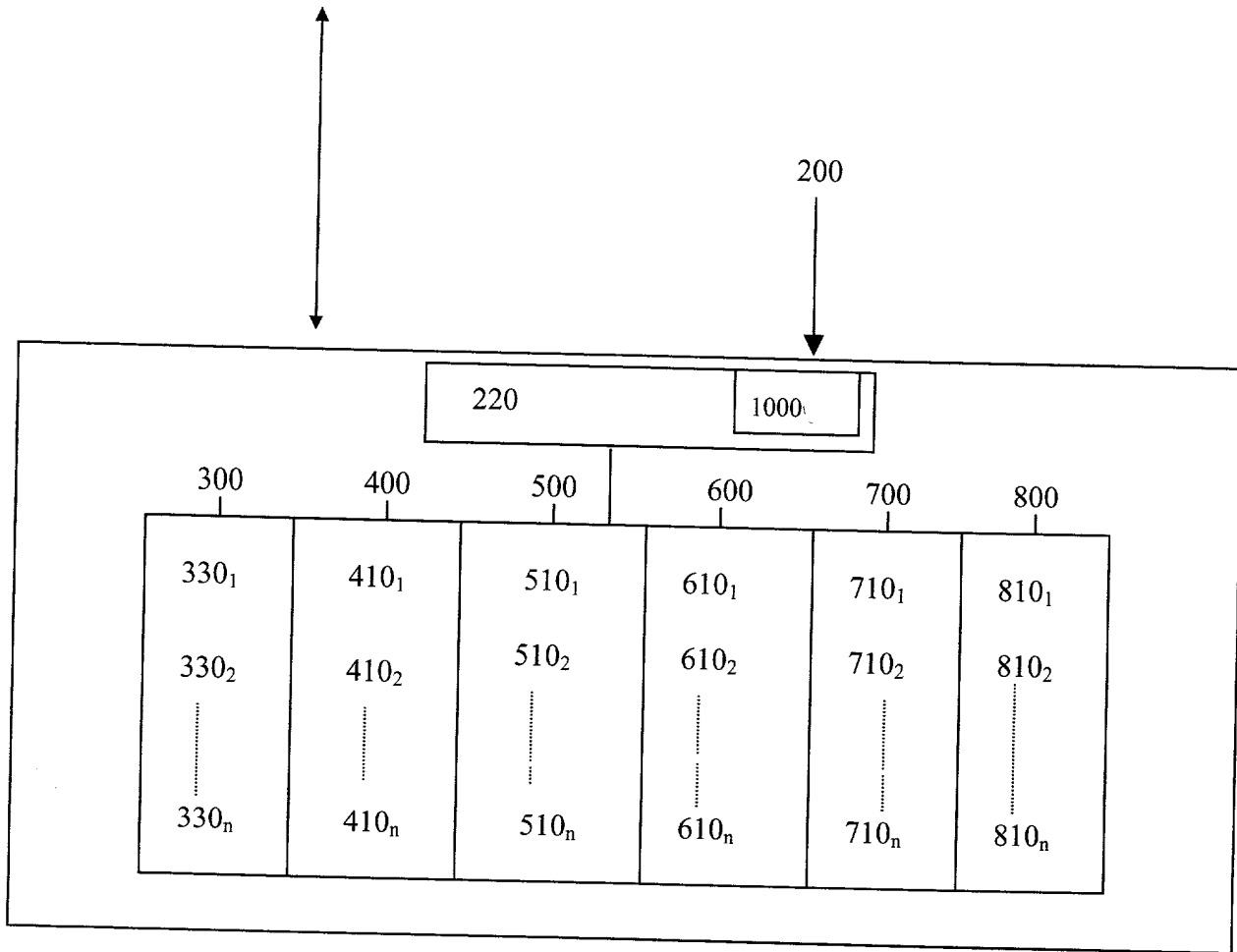


FIG. 2

FILE	OFFERING COMPANY NAME	OFFERING COMPANY IDENTIFIER	LOYALTY PROGRAM IDENTIFIER(S)	OFFERING COMPANY CONTACT INFORMATION
	340	350	360	370
330 ₁	Sears	350 ₁	360 ₁ -360 _n	370 ₁
330 ₂	United Airlines	350 ₂	360 ₁ -360 _n	370 ₂
330 _n	First USA Visa	350 _n	360 ₁ -360 _n	370 _n



PURCHASING INCENTIVE	MEMBER NUMBER	AUTHORIZATION INFORMATION
365	375	385
365 ₁ - 365 _n	375 ₁ -375 _n	385 ₁ -385 _n

FIG. 3

FILE	CONSUMER NAME	CONSUMER MARKETING DATA	CONSUMER ADDRESS	CONSUMER IDENTIFYING NUMBER	CONSUMER MEMBERSHIP INFORMATION
410	420	430	440	450	460
410 ₁	420 ₁	430 ₁	440 ₁	450 ₁	460 ₁ -460 _n
410 ₂	420 ₂	430 ₂	440 ₂	450 ₂	460 ₁ -460 _n
410 _n	420 _n	430 ₃	440 ₃	450 _n	460 ₁ -460 _n



LOYALTY PROGRAM	OFFERING COMPANY IDENTIFIER	CONSUMER AUTHORIZATION INFORMATION
460 _n	350 _n	385 _n

FIG. 4

PIQ SUBMISSION	PIQ TRACKING NUMBER	CONSUMER IDENTIFYING NUMBER	PIQ SUBJECT MATTER DESCRIPTION	PIQ CONDITIONS OR ANCILLARY INFORMATION
510	520	450	530	540
510 ₁	520 ₁	450 ₁	530 ₁	540 ₁
510 ₂	520 ₂	450 ₂	530 ₂	540 ₂
510 _n	520 _n	450 _n	530 _n	540 _n

FIG. 5

FIG. 5 is a table showing the relationship between PIQ Submission, PIQ Tracking Number, Consumer Identifying Number, PIQ Subject Matter Description, and PIQ Conditions or Ancillary Information. The table is organized into five columns and five rows. The first row contains the headers: PIQ SUBMISSION, PIQ TRACKING NUMBER, CONSUMER IDENTIFYING NUMBER, PIQ SUBJECT MATTER DESCRIPTION, and PIQ CONDITIONS OR ANCILLARY INFORMATION. The subsequent rows show specific values: 510, 520, 450, 530, 540; 510₁, 520₁, 450₁, 530₁, 540₁; 510₂, 520₂, 450₂, 530₂, 540₂; and 510_n, 520_n, 450_n, 530_n, 540_n.

PURCHASING INCENTIVE 365	RULES AND CONDITIONS 610
365 ₁	610 ₁ -610 _n
365 ₂	610 ₁ -610 _n
365 _n	610 ₁ -610 _n



OFFERED PRODUCT OR SERVICE 610 ₁	DATES OF USE OR PURCHASE 610 ₂	CONDITIONS 610 ₃	LIMITATIONS ON MEMBERS 610 _n
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FIG. 6

PROMOTION COMPENSATION OFFERS	PROMOTION COMPENSATION IDENTIFIER	PROMOTION COMPENSATION RULES AND CONDITIONS	PROMOTION COMPENSATION DESCRIPTION
710	720	730	740
710 ₁	720 ₁	730 ₁	740 ₁
710 ₂	720 ₂	730 ₂	740 ₂
710 _n	720 _n	730 _n	740 _n

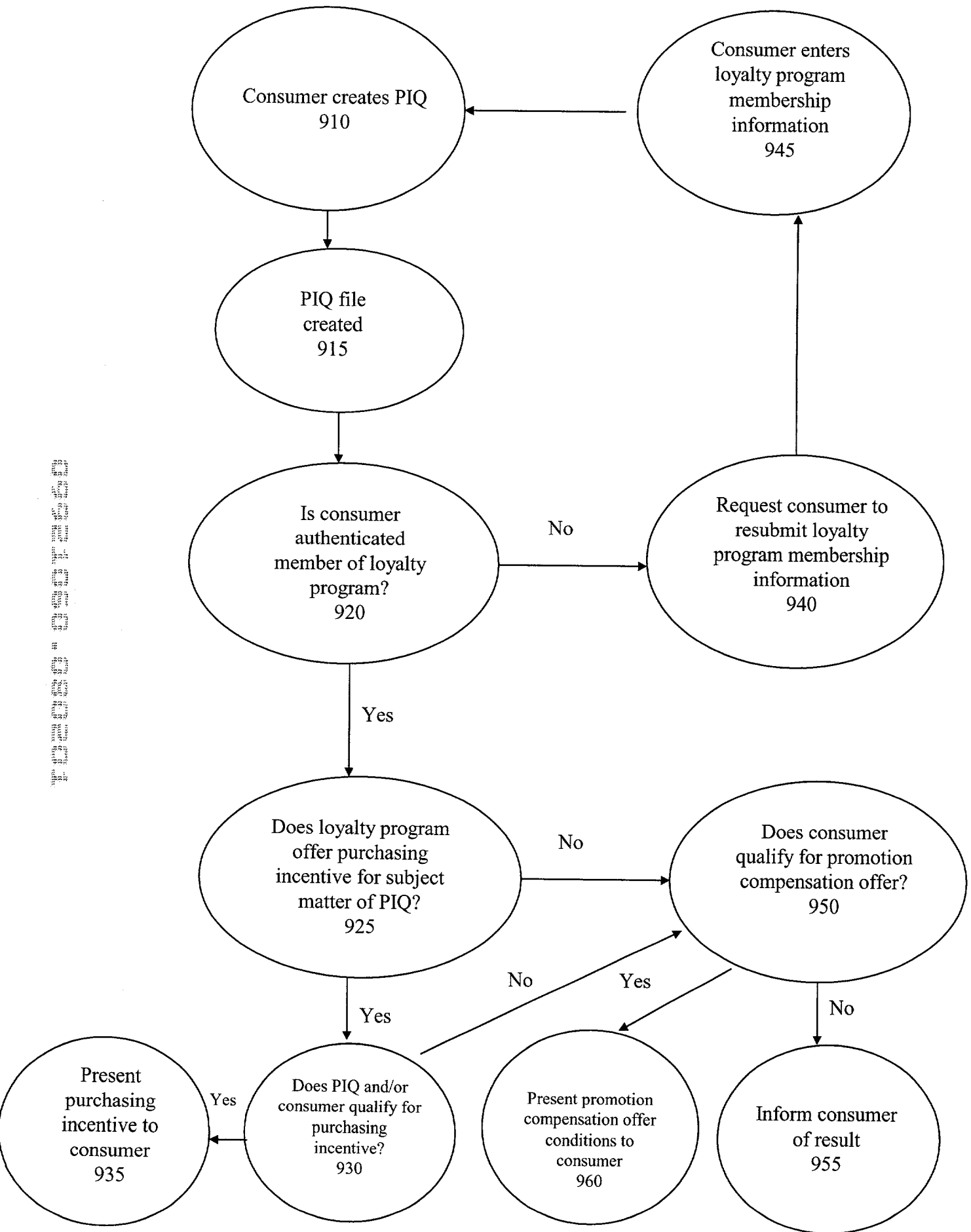
FIG. 7

FIG. 7 is a table showing the relationship between Promotion Compensation Offers, Promotion Compensation Identifier, Promotion Compensation Rules and Conditions, and Promotion Compensation Description. The table has four columns and five rows. The first row contains the headers: PROMOTION COMPENSATION OFFERS, PROMOTION COMPENSATION IDENTIFIER, PROMOTION COMPENSATION RULES AND CONDITIONS, and PROMOTION COMPENSATION DESCRIPTION. The subsequent rows show specific instances: 710, 720, 730, 740; 710₁, 720₁, 730₁, 740₁; 710₂, 720₂, 730₂, 740₂; and 710_n, 720_n, 730_n, 740_n.

PIQ FILE 810 _n
PIQ TRACKING NUMBER 520 _n
PIQ SUBJECT MATTER DESCRIPTION 530 _n
CONSUMER IDENTIFYING NUMBER OR NAME 420 _n and/or 450 _n
OFFERING COMPANY IDENTIFIER 350 _n
LOYALTY PROGRAM NUMBER 360 _n
PIQ STATUS 820 _n
PROMOTION COMPENSATION DESCRIPTION 740 _n
PROMOTION COMPENSATION STATUS 830 _n

FIG. 8

FIG. 9



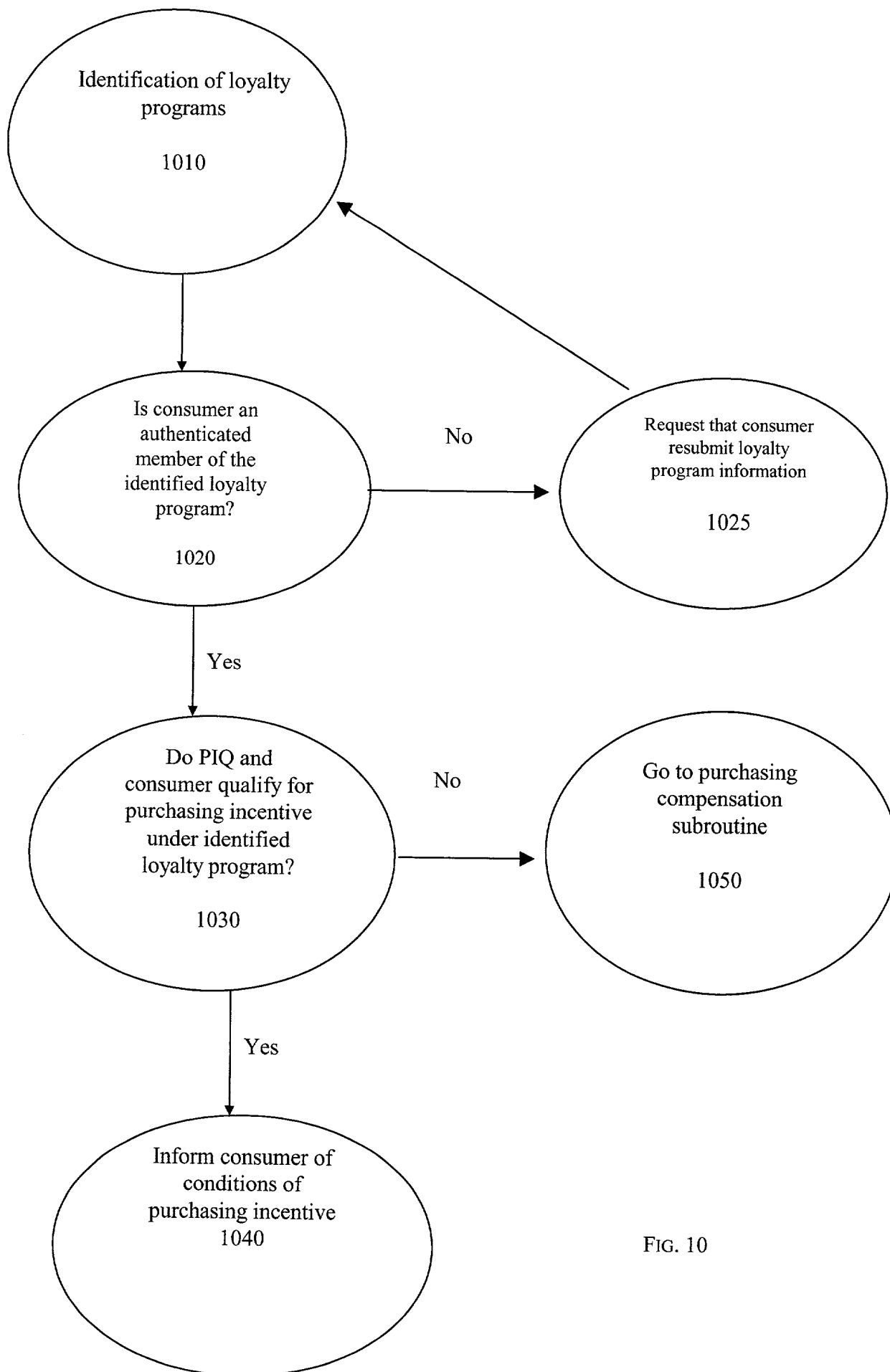


FIG. 10

FIG. 11

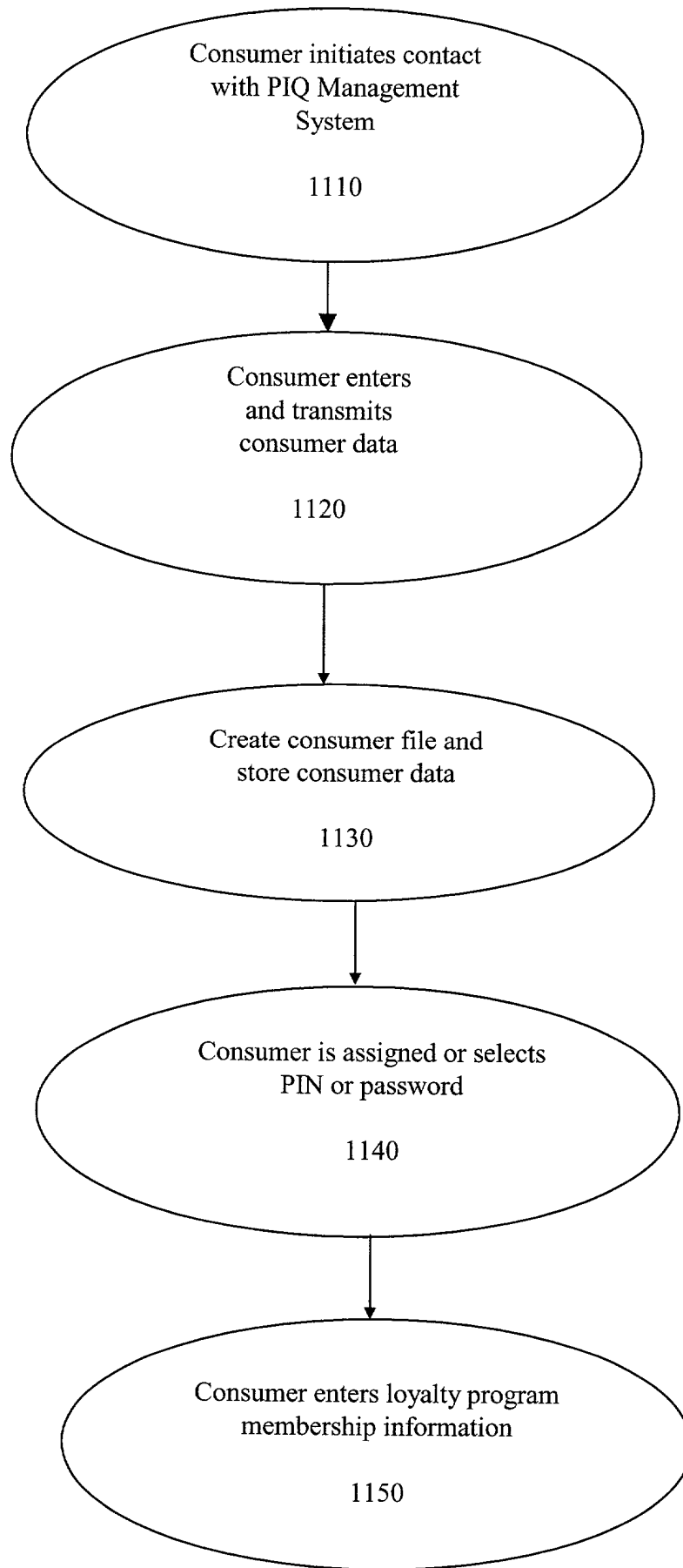


FIG. 12

